

NOTICE

A meeting of the **Entrepreneurship Sub-committee of Economic Development** for the City of Evansville will be held on the date, time and place stated below. Notice is further given that the Economic Development Committee and City Council may be in attendance.

City of Evansville
Entrepreneurship Sub-committee of Economic Development
Tuesday, October 20, 2015, 1:00 PM
City Hall, 31 S. Madison St. Evansville, WI

AGENDA

1. **Call to Order.** Meeting began at 1pm
2. **Roll Call.** Craig Kittleson, Jason Sergeant, Brian Carranza, Tris Lahti, Wally Shannon, Christina Slaback and Derrick Allen in attendance
3. **Motion to Approve Agenda:** No Changes
4. **Motion to Approve Minutes.** No formal minutes approved yet
5. **Entrepreneurship sub-committee discussion:**
 - a. **Chairperson update.** Sergeant noted Brandon Rutz continues to be interested in becoming chairperson, but has conflicts with scheduling until December.
 - b. **Discussion of last meeting.** Sergeant summarized last meeting
 - c. **Membership update**
 - d. **Survey discussion and public meeting.** Craig Kittleson discussed his experience with grass roots surveys of this nature and how best to get the initial data. He discussed focusing a survey directly to High school Students.

Christina Slaback asked if Kittleson had any surveys that were already created for high-school students for reference. Kittleson believed that he did and would share with the group at a later date. The group discussed the feasibility of an incubator further and identified some concerns related to cost effectiveness. Sergeant asked what the group was targeting with the survey. Tris Lahti asked what the goals of the survey are. What is the community comfortable with? New business? Resources? Existing Business Expansion? Sergeant suggested having a survey that is more narrowly focused. Slaback discussed her concern that the community is often surveyed and she didn't want this survey to be redundant. The group discussed a survey being done about why businesses left Evansville.

Kittleson suggested asking if they left as a result of service gaps? Infrastructure Gaps? What resources would help a business stay?

Kittleson presented a report titled: *Is Incubation A Winning Strategy?* By Michael Stumpf. He further discussed how the handout addresses topics related to feasibility and goes beyond the brick and mortar requirements. Sergeant asked Kittleson if he would be willing to present the content to the Economic Development Committee at a later date. Kittleson agreed and suggested the potential of having Michael Stumpf present himself.

The group discussed the schedule and highlighted that the sooner the survey is done the better. Additionally, have a meeting with a moderator, round table discussion etc. Committee discussed asking the following people/businesses to participate in the survey:

- Sue at Artful Gormet
 - Frank and Erin Sampson at Vintage Birch Barn
 - Bridget's Bakery
 - Hurley Real Estate
 - Caliber Custom Cabinetry
 - Rick Cole
 - LeAnn Stevens of Attic Window
 - Greg Ardison
 - Gene Bass
 - Daun at Real Coffee at Daun
 - Abbey Barns at Vintage Roost/Workshop
 - Tina at Daus Hound Haus Kennel
 - Davis Price at Oil Pros
 - Chad Phillips
 - B. Tway at American Family
- e. **Other updates** Sergeant discussed how even if an incubator is not realistic in Evansville at this moment, the city should begin working towards the goal by taking steps to get ready. The group then discussed various options for types of incubators or the potential of pop-up businesses. Sergeant asked it is important to determine what we want as a city in the survey because it will help to guide staff education. The group agreed to ask the survey questions to one community member each in order to test the preliminary questionnaire created by Sergeant and Rutz.

6. Next Meeting Wednesday, November 18th 1:00pm

7. Motion to Adjourn